

SAPPHIRE STRATEGIES PUBLIC RELATIONS IMPLEMENTATION PLAN

Guiding Principles

- Increase Public Outreach: Using images, language and outreach techniques, the CBFWA outreach campaign will focus on the concepts of *coordination* and *cooperation* for increased public outreach beyond the technical scope.
- Increase Reliance: Define CBFWA beyond a technical scope to increase reliance upon the CBFWA organization by its Members, NPCC, BPA and other pertinent entities, including the general public, regarding how CBFWA's technical work improves quality-of-life in the region.
- Increase Investment: Promote CBFWA initiatives regarding fish and wildlife, to increase investments for fish and wildlife preservation and restoration efforts throughout the region.

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Implementation Actions

- Sapphire Strategies will participate in ongoing public relations meetings with the NPCC staff, BPA staff, and CBFWA staff as new promotion strategies of the SOTR are developed. Sapphire Strategies will help coordinate and evaluate any feedback from these entities, and will assist CBFWA in molding the SOTR initiatives appropriately.
- Sapphire Strategies will prepare and present a progress report for the MAG regarding successes and weaknesses of the ongoing public relations campaign.
- Sapphire Strategies will track discussion and feedback from Members regarding successes of outreach efforts by Members while using communications tools developed by CBFWA for public relations purposes.
- Sapphire Strategies will work with grassroots organizations (i.e. existing infrastructure such as subbasin planning groups, watershed councils) to initiate efforts to inform; educate; and for partnership development.
- Sapphire Strategies will develop a dynamic CBFWA Press List that includes mainstream media organizations regionally/nationally, Tribal media, and appropriate local, state and federal organizations. The CBFWA Press List will encompass print, radio, broadcast and web-based mediums.
- For messaging purposes, Sapphire Strategies will take direction and offer assistance to CBFWA regarding:
 - **WHO** – Identify spokesperson(s) for messaging
 - **WHERE** - Where media outreach will be focused in the region
 - **WHAT** – What response is appropriate, pursuant to the medium (print, radio, broadcast, web-based media)

- The roll-out of the SOTR will include media outreach to print, radio, broadcast, and web entities. Sapphire Strategies will coordinate with the appropriate CBFWA spokesperson(s) for messaging and media interviews.
- Sapphire Strategies will work with the appropriate spokesperson(s) in developing an opinion editorial for media outlets regarding the SOTR initiative.
- The messaging for the SOTR initiative will inherently support and promote CBFWA as the appropriate entity for informing the region regarding the status of fish and wildlife resources across the Columbia River Basin.
- Sapphire Strategies will work on developing the following items as part of the effort to promote a positive, credible image for CBFWA:
 - New CBFWA Logo
 - Design Template for CBFWA Website
 - CBFWA Tri-fold Brochure
 - CBFWA Digital Business Card
 - Cache of Photographic Images
- Sapphire Strategies will work with CBFWA on the CBFWA Website, regarding user-friendliness, functionality and design to allow for increased visits to the site by a broader audience.
- Sapphire Strategies will work with CBFWA Members in developing anecdotal, success-story narratives (in a print medium) that reflect facets of cultural, social and community values within the following categories of fish and wildlife projects:
 - Habitat protection and restoration
 - Hatchery development and operation
 - Research, monitoring and evaluation
 - Inter-agency coordination
- Sapphire Strategies will continue to work with CBFWA in determining outreach to appropriate entities that may include utilities/trade organizations, civic organizations, socio-political organizations, and etcetera. This outreach may include presentations and/or informational meetings.
- Sapphire Strategies will work to identify and integrate messaging with partners in the Columbia Basin region, including state, federal, tribal and grassroots entities.
- Sapphire Strategies will work with CBFWA during ongoing meetings with NPCC, BPA, and etcetera, to evaluate and explore cost sharing opportunities for the public outreach campaign.
- Cost sharing opportunities would focus on inter-agency coordination, and may include developing the CBFWA Members' success story narratives into audio and visual mediums such as a brief documentary program, and public service announcements (PSA's).
- CBFWA, NPCC and BPA might cost-share to expand the dissemination and production of products including audio/visual productions; SOTR; brochures, digital business cards, and etcetera.

Quantitative Measurements of Success

- 1) Website: Increased hits; authority and important resource for general public, elected leaders
- 2) Media: Increased amount of coverage in media including print, tv, radio, web.
- 3) Poll: General public have heard of CBFWA, and understand mission of organization; new logo recognizable; importance of FW management resonates
- 4) Focus Groups: General public have heard of CBFWA, and understand mission of organization; new logo recognizable; importance of FW management resonates
- 5) Local Outreach: Members hold local, community meetings for town hall discussions using tools developed by CBFWA; better working relationships; message resonates
- 6) State Legislative: Members focus on lobbying meetings with key state elected leaders using tools developed by CBFWA; Legislators advocate on behalf of; message resonates
- 7) Federal Legislative: Members focus on lobbying meetings with key state elected leaders using tools developed by CBFWA: Congressionals advocate on behalf of; message resonates
- 8) Elected and Appointed Leaders: Candidates advocate on behalf of; can speak our language; relationships are strong
- 9) SOTR: Becomes a recognizable resource for general public as they use and interact with fish and wildlife resources
- 10) Commercial TV/Radio Campaign: General public educated about work of CBFWA; general public have heard of CBFWA, and understand mission of organization; new logo recognizable

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